

Please replace the paragraph beginning at page 31, line 14, with the following rewritten paragraph:

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-- Figures 11A, 11B, and 11C are a flow chart of a process 220 for generating and implementing donuts specifying user-profile information. Process 220 may be implemented in software modules on a machine such as a web server in the exemplary network described above. In process 220, a user attempts to log onto the network (step 222). In response, the server determines if a donut exists in the database for this user (step 224). If a donut does not exist (step 226), the server queries the user, receives a response to the query, and generates a donut for the user based upon the response, using exemplary database structure 200 (step 232). An example of a query is provided below. Otherwise, if a donut does exist for the user (step 226), the server queries the user in order to update the donut (step 228) and implements the updates to the donut, using exemplary database structure 200 (step 230). The queries may involve the server transmitting a series of questions to the user and receiving from the user replies to the question. The queries may also involve survey questions as described above. The server may require a response in order for the user to receive content from the network. --

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